

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: I
Syllabus with effect from: JUNE 2011

Paper Code: UM01CBB106	Total Credit: 3
Title Of Paper: Micro Economics	

Unit	Description in detail	Weighting (%)
I	Introduction to Economics Nature, Scope & Subject matter of economics Micro & Macro Economics Robbins Definition	25%
II	Basic Concepts Basic Concepts Goods Price & Value Wealth & Welfare Consumer's Surplus Standards of living, Productions Consumption Entrepreneur Concepts & Types of Utility Basic Assumptions of Economics Theory	25%
III	Product Pricing Demand Law of Demand Determinants of Demand Change & Shift in demand Supply Law of Supply Determinants of supply Change and Shift in Supply Equilibrium Price	25%
IV	Costs & Revenue, Factor Pricing Basic Cost Concepts Total Cost Fixed Cost Variable Cost Average Cost and Marginal Cost in Short Run & Long Run their behavior and relationship Economics & Diseconomics of Scale Concept of Factors of Productions & Factor Payments Marginal Productivity Theory of Distribution.	25%

Basic Text & Reference Books:-

- Dwivedi D N (2007) Micro Economics Theory, Vikas Publishing House
- Stoner A W & Hague D C (1953), A Textbook of Economics Theory, Longman Group
- Ahuja H L (2007) , Modern Economics, Sultanchand & Co, New Delhi



- Sundharam K P M (2007) Elements of Economics Theory, Sultanchand & Co, New Delhi
- Elementary Economics by K K Dewett & J D Verma
- Microeconomics for Management Students by Ravindra H Dholkia & Ajay N Oza, Oxford University Press
- Principles Of Economics by N G Mankiw, Thomson Press, Sanat Printers, Kundli Haryana
- Advanced Economics Theory by M L Jhingan, Himalaya Publications, Mumbai

